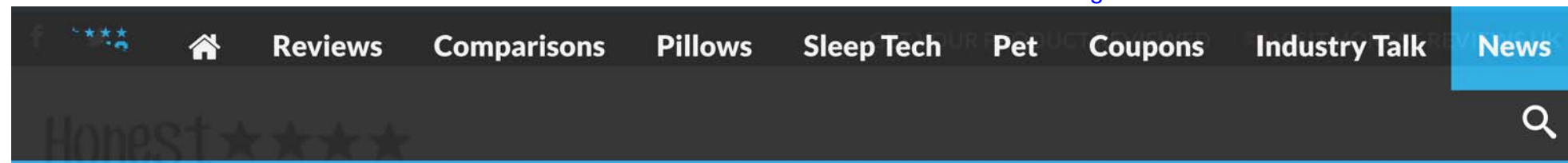


# Exhibit “4”



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## Best Reviewed Mattress of 2016

Buy A Mattress Online & Save \$1000. In-Home Installation and 120 Day Trial!  
Go to [saatvamattress.com](http://saatvamattress.com)



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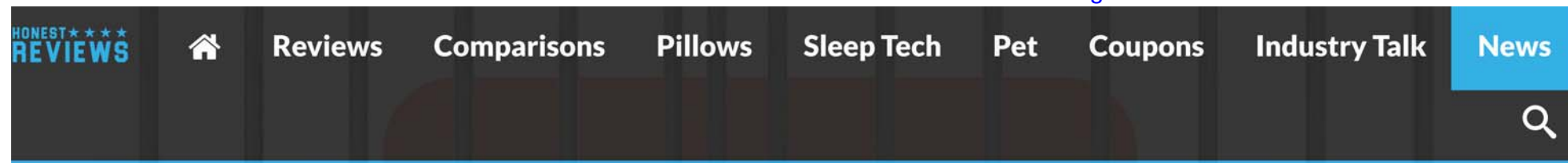
**BREAKING NEWS**

**INDUSTRY NEWS**

# Sleepopolis Sends Us To YouTube's Copyright School Rather Than Focusing On Consumer Safety

By honest mattress reviews ⌚ 16 min read





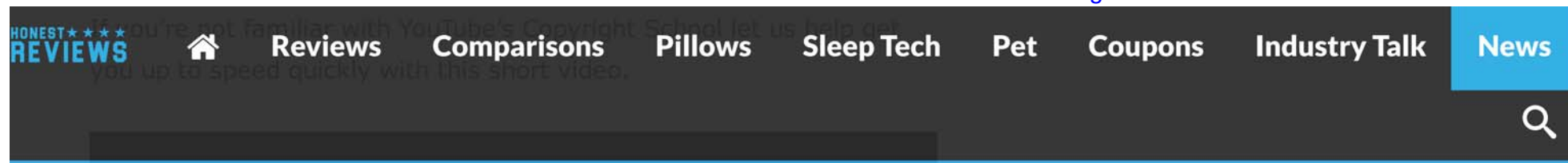
## Best Reviewed Mattress

Best Reviewed for the Past 5 years. Sleep on a True Luxury Mattress. Go to [saatvamattress.com](http://saatvamattress.com)

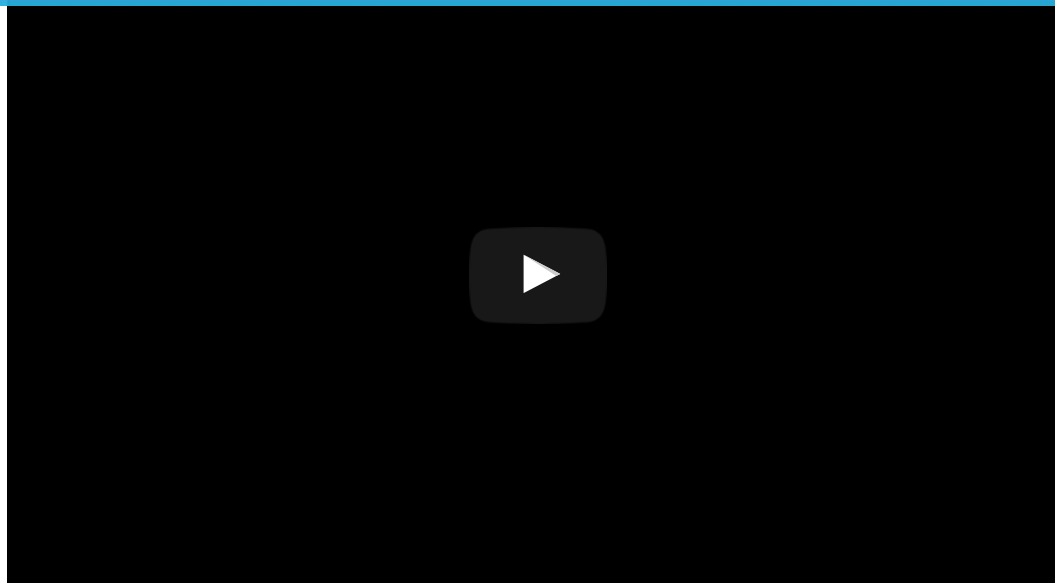


**Great news! We're out of YouTube jail and have passed copyright school with flying colors. Now we can return to [our mission](#), what's best for consumers and consumer safety.**





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### Copyright School



Note: If you wish to watch the video with captions or captions in another language.

1. Turn the captions on. Click on the closed caption [cc] button on the bottom right of the video player.
2. Select the language you'd like to see captions in.

Please take a moment to watch this video on copyright and answer the following four questions.

1. Giving credit to the creator in your video's description is enough to prevent copyright infringement from occurring.

☐ True  
☐ False

2. The following item(s) may be protected by copyright:

☐ a) Musical works  
☐ b) Videos  
☐ c) Photographs  
☐ d) All of the above

3. If the original creator of the copyrighted work has died, the work is no longer protected by copyright.

☐ True  
☐ False

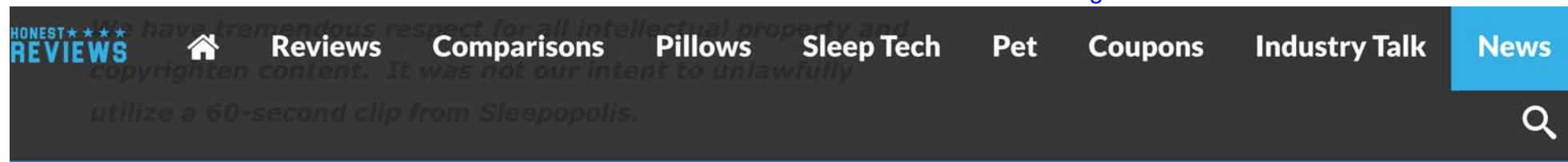
4. Deleting a video that was removed for copyright will get rid of the associated copyright strike.

☐ True  
☐ False

Continue







We apologize, Derek, if you feel our utilization of your video clip was offensive.

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***After successfully competing Copyright School and speaking with our YouTube contacts we've found a happy medium.***

Your issue was not in the fact that we recognized your comprehensive coverage of Purple's use of a 'Plastic' powder. Rather, the issue simply resides in the fact the video wasn't hosted on your YouTube channel.

Working with YouTube we now have a very clear understanding of how to accomplish the same goal (consumer education) while ensuring

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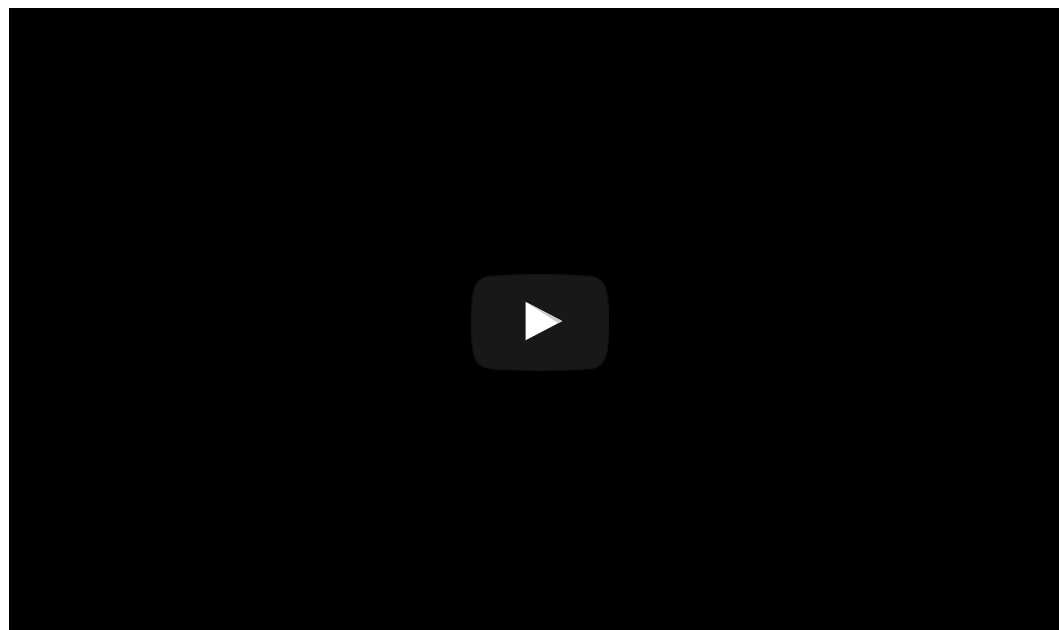


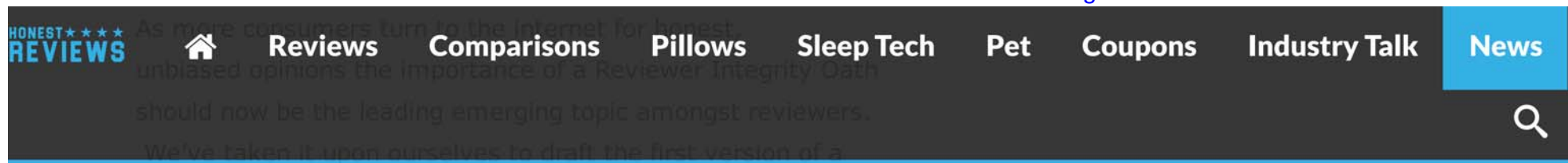
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Sleepopolis.com is a paid affiliate mattress review website that earns a commission (profit/payments) if you click his links and make a purchase.

We asked Derek in this article, "[Do Mattress Reviewers Have A Responsibility To Acknowledge Consumer Safety?](#)"





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Reviewer Integrity Oath. We will publish this seeking the input of other top reviewers as this will be a collaborative effort to create a fair, truthful and sincere review general guidelines.

***Do Mattress Reviewers Have A Responsibility To Acknowledge Consumer Safety? We certainly believe so!***

About the Mattress Review Space, we at Honest Mattress Reviews believe truly there is a mattress for everyone. So it's not about which is the best-rated mattress on the internet.

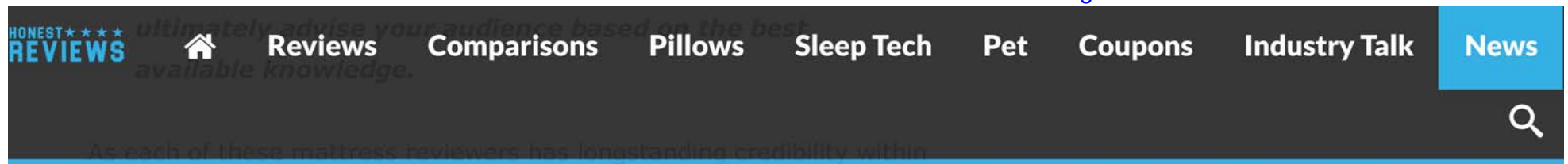
In recent days we've published research information regarding Purple's use of "Plastic" powder. Reviewers behavior and actions will stand as the precedent for consumer interests moving forward.

We have a long history of publishing a lot of content about Purple and their amazing videos and we truly look forward to publishing documentation that addresses consumer concerns so we can again promote the Purple Mattress.

As more companies enter the direct to consumer mattress space its the responsibility of each individual company to ensure the products they ship are completely safe.

***| We also believe it's the responsibility of mattress reviewers to question, research, conduct tests, and***





this industry as subject matter experts we pose this question to the industry's top reviewers. **To clarify, we selected to include Sleepopolis based on website traffic.**

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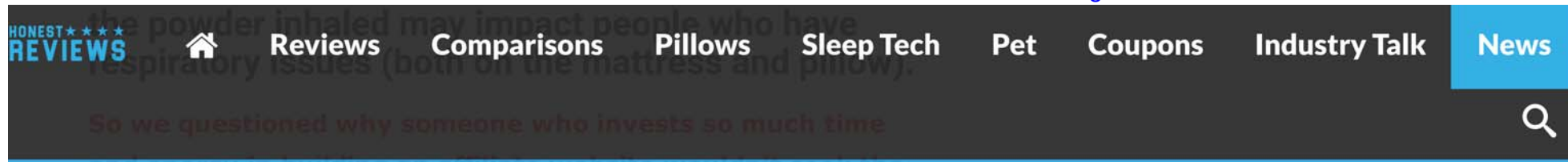
**| Rather than educating consumers, Derek (Sleepopolis) adds a small disclaimer in an *effort to remove his involved responsibility* should this powder have negative effects on consumers.**

Now, on to most notable feature about the Purple mattress, cooling. **The air pockets created from the webbed polymer smart grid help to keep the sleeping surface extremely cool.** Only adding to the mix is the thin cover. Between the heavy airflow through the webbed air pockets and thin cover, this mattress is easily one of the coolest I have slept on to date. The light powder coating (pictured below) on the Purple polymer is a non-toxic proprietary plastic powder material. It helps to minimize some of the noise that the polymer would otherwise create.

Unfortunately for all of the potential consumers, Derek doesn't place any further effort ensuring that his strong recommendation of the Purple mattress without any scientific evidence that the usage of this 'powder' with this intended use is safe.

**In the official Sleepopolis mattress review, Derek even indicates that in his opinion the cover is *thin* (see below). If Derek recognizes the thinness and breathability of the cover (which he touts for its cooling abilities) it's a direct disservice and reckless recommendation not *also* to inform consumers that**





So we questioned why someone who invests so much time and energy in building an affiliate website wouldn't seek the best interest of consumers ... ?

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**Leveraging internet tools, open and available to the public, we conducted six months of website outgoing traffic audit from Sleepopolis to Purple.**

When you click on any of those links you automatically install a small tracking cookie. This lives inside your computer or phone for the next 30ish days. **That means if you go to buy a mattress 12 days later, Sleepopolis will still receive the sales affiliate commission.**

***If the mattress affiliate industry ranges on pay agreement percentages based on traffic driven from 5% per sale to 15% per sale we will split the difference for the estimate to 10% per sale.***

The users that visit Sleepopolis are made up of good quality traffic. What we mean to be more specific is that the majority of people who visit the website are interested in buying a new mattress and are seeking advice on which one is recommended to buy.

**TRANSPARENCY NOTE:** *We don't know the direct traffic, exact conversion rates or specific deal that Sleepopolis has with Purple.*

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The below chart represents educated guesses leveraging the best available knowledge we have access to. We clearly certify that the information below is not 100% exact as we do not have access to their exact data.

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	Outgoing Traffic	Outgoing Percentage To Purple	Total Outgoing Traffic To Purple	10% Estimated Conversion Rate	Potential Share A Sale Profit To Sleepopolis
August	130,000	5%	6,500	650	\$65,000.00
September	120,000	4%	4,800	480	\$48,000.00
October	130,000	5%	6,500	650	\$65,000.00
November	170,000	5%	8,500	850	\$85,000.00
December	160,000	9%	14,400	1,440	\$144,000.00
January	120,000	10%	12,000	1,200	\$120,000.00

*The above chart does not show the exact number of visits. Leveraging tools that are open to the public that tracks website traffic we are able to provide you this accurate but not exact data.*

Although we've attempted to interview Sleepopolis to directly share his opinion on the use and safeness of Purple's 'Plastic' powder – he has yet to respond.

**UPDATE – Derek did respond but has declined to partake in an interview.**

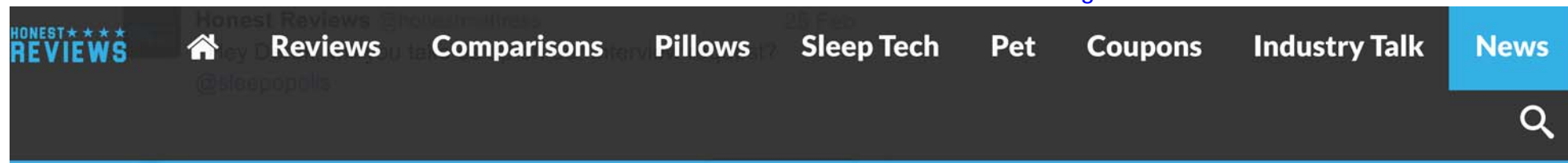
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@honestmattress

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. Hey Derek, will you take us up on our interview request?  
[@sleepopolis](#)

3:46 PM - 25 Feb 2017

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25 Feb

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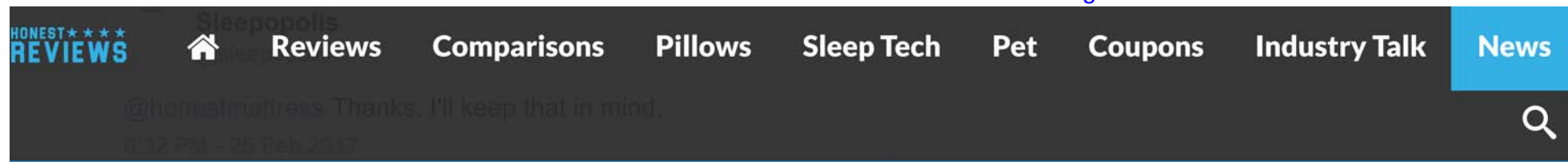
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25 Feb

. @sleepopolis the offer is always open should you change your mind

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**Final Thought – when researching a product, be it a mattress or consumer electronic, it's most advantageous to understand affiliate relationships and factor that into the endorsement.**

**We've been a huge fan of Purple and have referred to Sleepopolis as "an industry expert" on many occasions. But, when consumer safety comes after potential profits we call into question your credibility.**

**Update – last week we published to Purple, "With the utmost respect, we ask, *when will you release your completed due diligence ensuring the product we consumers are buying is safe to inhale?* As of this publication, they have yet to respond to us at all. We will keep you posted if we hear an answer to this inquiry.**

**Honest Mattress Reviews does not have any affiliate commission sales relationships with mattress companies.**

**This is by design to ensure that our focus is on the consumer, not direct commissions for ourselves. We believe that long-term integrity is more valuable than short-term monetary gain.**





**revoke our endorsement of this mattress.** We value consumer knowledge and safety far greater to our organization than funny videos and made up tests.

***Once Purple publishes supporting documentation for consumers about the safety of this substance used in the context in which they use it, we will reinstate our recommendation. As a consumer, you have the right and responsibility to research your mattress before you complete your purchase. We're not saying that you should not buy a Purple Mattress. What we are clearly saying is that until consumers are properly informed of this substance we are revoking our recommendation.***


**If this Powder is completely brand new to you here are some reference articles**

| [What Exactly Is That White Powder On Purple's Mattress?](#)

| [A Deeper Investigation Into Purple Mattress & Pillows White Powder](#)

| [PSA – Due To Purple's Unknown Powder We're Revoking Our Endorsement](#)



**HONEST★★★★★REVIEWS**  **Reviews Comparisons Pillows Sleep Tech Pet Coupons Industry Talk News**

NOTE: We would still LOVE to talk to Alex or any other team members

at Purple. Simply email [hello@honestmattressreviews.com](mailto:hello@honestmattressreviews.com) and your content will be published, unedited in the format submitted. Your content will then be syndicated via our website and social media channels. Please be aware, to provide complete transparency, everything you submit will be published. Should you provide additional information we would be more than happy to update this article.

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[Click here to shop Purple Mattress](#)

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Best Reviewed Mattress. 2,000+ Five Star Reviews And Counting. Go to [loomandleaf.com](http://loomandleaf.com)



### MATTRESS COMPARISON REVIEWS

COMPANY	VALUE RATING	SLEEPER POSITION	BODY TYPE	QUEEN SIZE	HONEST REVIEW
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purple

DUE TO COURT ORDER

RATING

CENSORED

Review

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\$4699



Review

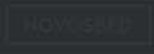



\$1199

Coming Soon



\$795

Review



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    **\$999** **Review**



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  **\$825** **Review**

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  **\$1499** **Unboxing**

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  **\$900** **Coming Soon**




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**LUXI**    **\$1099** **Unboxing** 


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			<b>\$849</b>	<b>Unboxing</b>
				
				
				
			<b>\$1050</b>	Coming Soon
				
				
			<b>\$599</b>	Coming Soon
				





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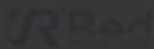



SEARCH    \$850 Coming Soon 

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		   	   	\$1200	Coming Soon
		  	  	\$770	<a href="#">Review</a>
		  	  	\$549	Coming Soon









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    **\$399** **Review**







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        **\$2599** **Review**







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      **\$849** **Review**

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      **\$1099** **Review**

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      **\$950** **Review**






































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BB \$750 Coming Soon















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 Yogabed™				\$849	<a href="#">Review</a>
				\$850	<a href="#">Review</a>
				\$940	<a href="#">Review</a>
TUFT&NEEDLE				\$600	<a href="#">Review</a>
				\$625	In Progress

^



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nature's sleep	▼	  	 	\$2800	Coming Soon
Serta	▼	  	 	\$374	In Progress
DOZE	▼	 	 	\$750	Coming Soon
Sleeping Duck	★	TBD	TBD	\$1349	Starting Soon
I-hyphen	★	TBD	TBD	\$750	Starting Soon

HONEST★★★★★  
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Miranda TBD \$649 Starting Soon

Q

Medium

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		TBD	TBD	\$369	Pending
		TBD	TBD	\$499	Pending
		TBD	TBD	\$700	Pending
		Coronado TBD	TBD	\$749	Pending
		TBD	TBD	\$799	Pending
		TBD	TBD	\$799	Pending
		TBD	TBD	\$849	Pending
		TBD	TBD	\$849	Pending
		TBD	TBD	\$875	Pending



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BY SAATVA

TBD

TBD

\$1099

Pending

TBD

TBD

\$1399

Pending

by Leesa®

TBD

TBD

\$1475

Pending

TBD

TBD

\$1500

Pending

Gel Elite  
TBD

TBD

\$2499

Pending

HANDCRAFTED MATTRESS COLLECTION  
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Lux  
Estate  
Gallium  
TBD



TBD


\$2519

Pending

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 **LEGEND**  Geneva TBD \$3300 Pending



TBD

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Dream					
		Supreme	TBD	\$3499	Pending
II TBD					
DUX					
		8008 TBD	TBD	TBD	Pending

Media Outreach



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honestmattressreviews.com/sleepopolis-pu... @sleepopolis

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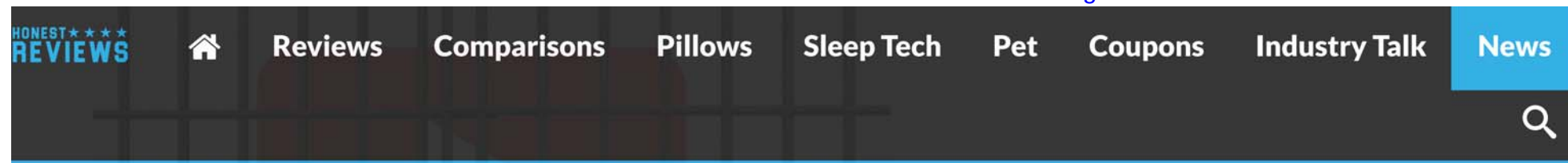
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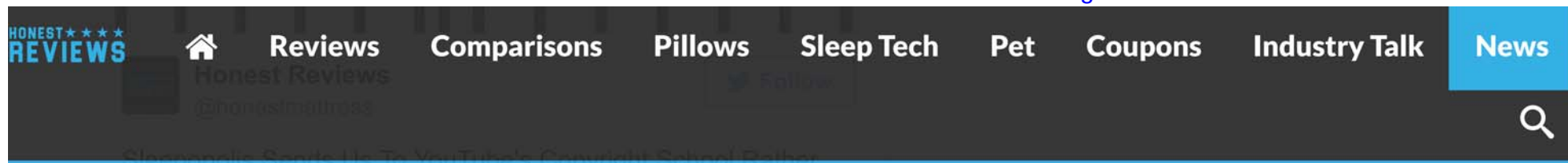
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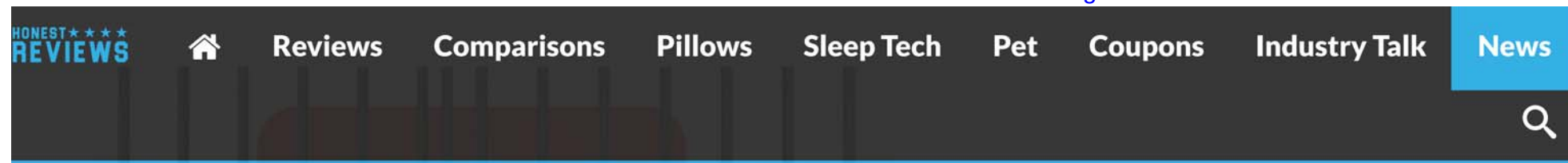
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